

COURSE SYLLABUS

Entrepreneurship: Creating a New Venture, 7.5 credits

Entrepreneurship: Creating a New Venture, 7,5 högskolepoäng

Course Code:	JEPS21	Education Cycle:	Second-cycle level
Confirmed by:	Council for Undergraduate and Masters Education Mar 29, 2021	Disciplinary domain:	Social sciences
Valid From:	Aug 23, 2021	Subject group:	FE1
Version:	1	Specialised in:	A1F
		Main field of study:	Business Administration

Intended Learning Outcomes (ILO)

On completion of the course the student will be able to:

Knowledge and understanding

1. activate relevant academic insights for application in venture ideas
2. critically assess entrepreneurial activities relating to relevant theories and models as well as societal and environmental impact
3. overcome challenges typical for new ventures

Skills and abilities

4. identify and act on venture opportunities
5. analyse and value the market potential of venture ideas
6. develop a venture idea from a first pitch towards launch
7. use relevant entrepreneurship tools

Judgement and approach

8. demonstrate an entrepreneurial attitude towards solving problems creatively
9. feel comfortable with the own 'entrepreneurial self'
10. apply social skills pertinent to entrepreneurship in different contexts

Contents

Building on the previous foundation of insights into entrepreneurship, this course will give students the opportunity to further develop their entrepreneurial selves. By exposing students to a unique learning environment, this course will challenge students to confront typical issues faced by today's entrepreneurs. Students will be challenged to create a venture as a practical, hands-on learning experience, which is complemented with academic reflection. This course will also expose the students to analytical and lateral thinking, behavioural flexibility, decision-making, leadership, team building, oral and written communication, personal selling, stress management and acceptance of uncertainty, which are all important elements for developing entrepreneurial selves.

The course provides students the opportunity to further develop their entrepreneurial selves

through reflective experimentation. Focus is put on practical activities related to developing new venture ideas, while critically reflecting about these activities related to relevant theoretical insights. Thereby the process of entrepreneurship is experienced in practice. Areas covered are:

- assessing the feasibility of venture ideas
- developing new venture ideas towards launch
- testing hypotheses about the venture idea and iterating the idea based on the results
- legal forms and governance issues of ventures
- new venture marketing

Connection to research and practice

With its focus on entrepreneurship, this course is tightly connected to JIBS' core research area of entrepreneurship. Several of its entrepreneurship faculty are involved in delivering this course, ensuring its anchoring in state-of-the-art research on entrepreneurship and entrepreneurship education. The course is practically oriented not only in that it focuses on students' work on their own venture ideas, but it also involves several guest lecturers from practice. The final pitches are evaluated by a jury comprising JIBS teachers as well as representatives from Science Park and ALMI, with seed funding awarded to the most promising venture ideas.

Type of instruction

The course is designed to be highly interactive and demands that all students actively participate and take charge of their own learning process. Lectures, seminars, student presentations, guest lectures, and work with venture ideas provide input to this process.

The teaching is conducted in English.

Prerequisites

Bachelor's degree in Business Administration (or the equivalent) and completed course Entrepreneurship: Person and Process 7,5 hp (or the equivalent).

Examination and grades

The course is graded A, B, C, D, E, FX or F.

There are multiple examinations. The intended learning outcomes (ILOs) are assessed in the following ways:

- Pitch of venture idea, individually graded (ILOs: 9 & 10) representing 1.5 credits
- Individual written assignments (ILOs: 1, 2 & 3) representing 3 credits
- Venture project, individually graded (ILOs: 4, 5, 6, 7 & 8) representing 3 credits

Registration of examination:

Name of the Test	Value	Grading
Pitch of venture idea, individually graded ^I	1.5 credits	A/B/C/D/E/FX/F
Individual written assignments ^I	3 credits	A/B/C/D/E/FX/F
Venture project, individually graded ^I	3 credits	A/B/C/D/E/FX/F

¹ All parts of compulsory examination in the course must be passed with a passing grade (A-E) before a final grade can be set. The final grade of the course is determined by the sum total of points for all parts of examination in the course (0-100 points). Grade is set in accordance with JIBS grading policy

Course evaluation

It is the responsibility of the examiner to ensure that each course is evaluated. At the outset of the course, evaluators must be identified (elected) among the students. The course evaluation is carried out continuously as well as at the end of the course. On the completion of the course the course evaluators and course examiner discuss the course evaluation and possible improvements. A summary report is created and archived. The reports are followed up by program directors and discussed in program groups and with relevant others (depending on issue e.g., Associate Dean of Education, Associate Dean of faculty, Director of PhD Candidates, Dean and Director of Studies). The next time the course runs, students should be informed of any measures taken to improve the course based on the previous course evaluation.

Other information

Academic integrity

JIBS students are expected to maintain a strong academic integrity. This implies to behave within the boundaries of academic rules and expectations relating to all types of teaching and examination. Copying someone else's work is a particularly serious offence and can lead to disciplinary action. When you copy someone else's work, you are plagiarizing. You must not copy sections of work (such as paragraphs, diagrams, tables, and words) from any other person, including another student or any other author. Cutting and pasting is a clear example of plagiarism. There is a workshop and online resources to assist you in not plagiarizing called the Interactive Anti-Plagiarism Guide.

Other forms of breaking academic integrity include (but are not limited to) adding your name to a project you did not work on (or allowing someone to add their name), cheating on an examination, helping other students to cheat, submitting other students work as your own, and using non-allowed electronic equipment during an examination. All of these make you liable to disciplinary action.

Course literature

Literature

Osterwalder, A. and Pigneur, (2009 or later): Business Model Generation.

A list of selected further readings will be posted on the course page.